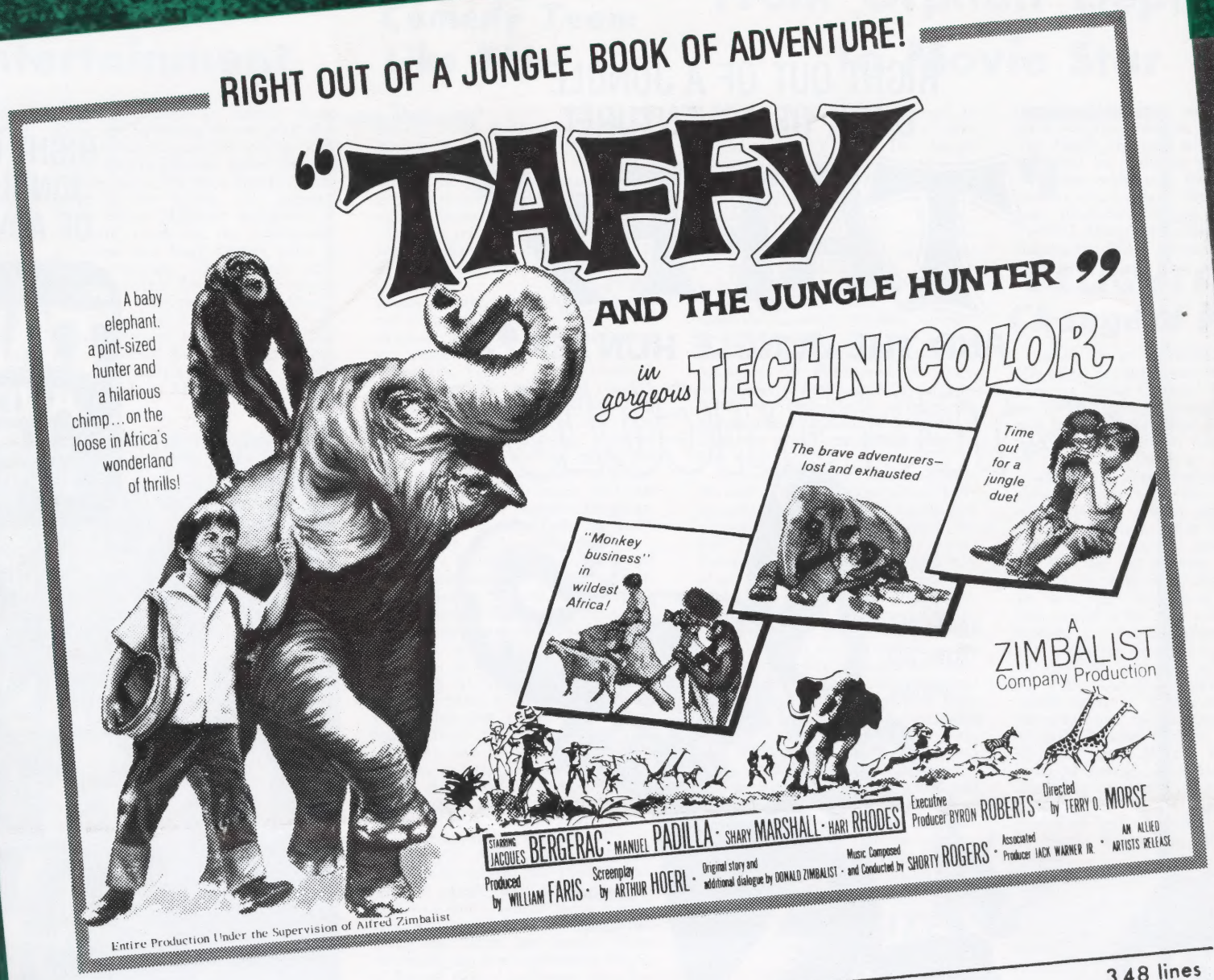


348 lines

4 cols. x 6 ¼"

Ad Mat No. 402

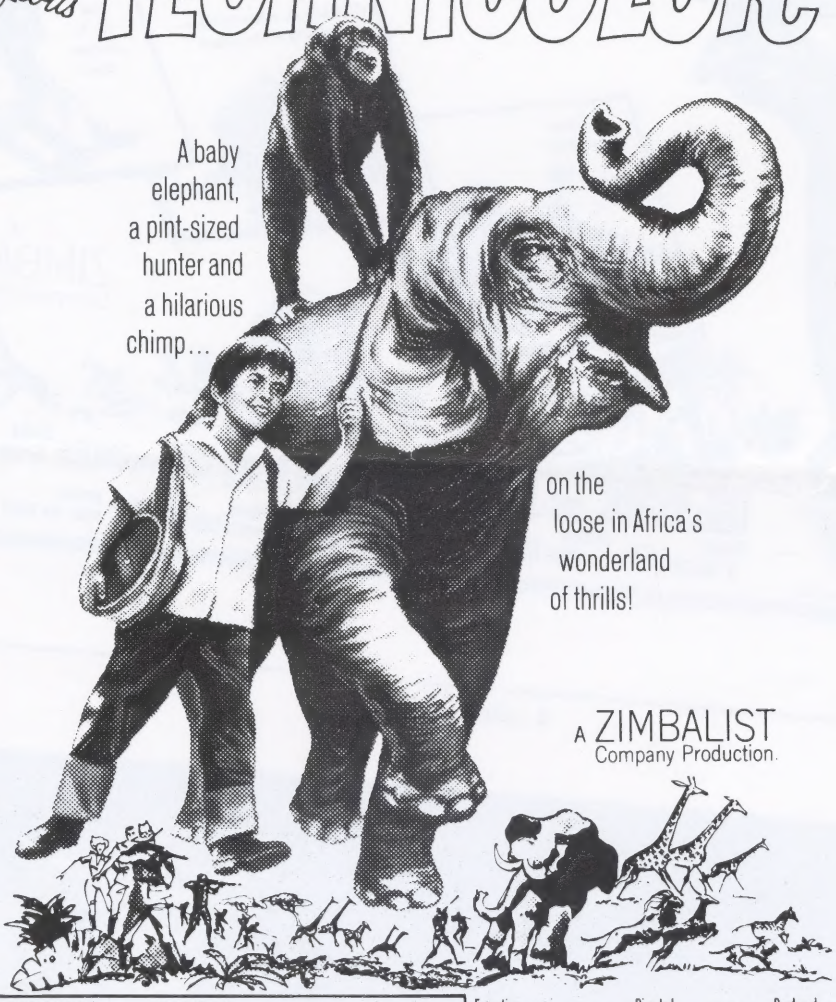
RELEASED BY ALLIED ARTISTS PICTURES CORP.

Entire Production Under the Supervision of Alfred Zimbalist

RIGHT OUT OF A JUNGLE BOOK OF ADVENTURE!

"TAFFY AND THE JUNGLE HUNTER"

in gorgeous TECHNICOLOR



A baby elephant, a pint-sized hunter and a hilarious chimp...

on the loose in Africa's wonderland of thrills!

A ZIMBALIST Company Production.

STARRING JACQUES BERGERAC · MANUEL PADILLA · SHARY MARSHALL · HARI RHODES

Executive Producer BYRON ROBERTS · Directed by TERRY O. MORSE · Produced by WILLIAM FARIS

Screenplay by ARTHUR HOERL · Original story and additional dialogue by DONALD ZIMBALIST · Music Composed and Conducted by SHORTY ROGERS · Associated Producer JACK WARNER JR. · AN ALLIED ARTISTS RELEASE

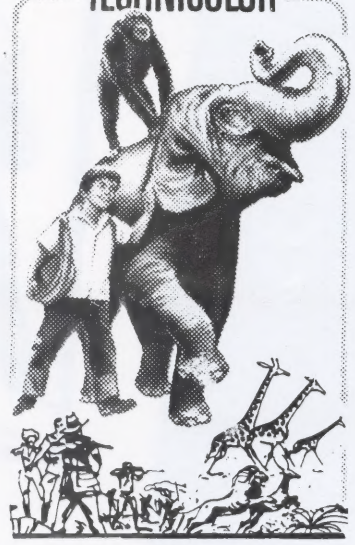
Entire Production Under the Supervision of Alfred Zimbalist

Ad Mat No. 302 — 3 cols. x 9¼" — 390 lines

RIGHT OUT OF A JUNGLE BOOK OF ADVENTURE!

"TAFFY AND THE JUNGLE HUNTER"

in gorgeous TECHNICOLOR®



A ZIMBALIST Company Production

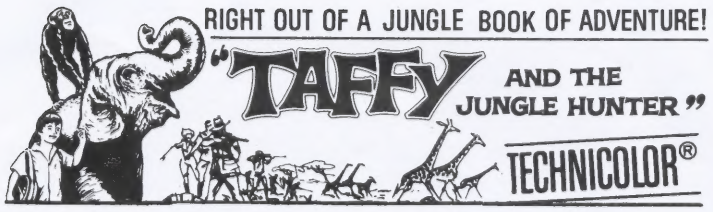
STARRING JACQUES BERGERAC · MANUEL PADILLA · SHARY MARSHALL · HARI RHODES

Executive Producer BYRON ROBERTS · Directed by TERRY O. MORSE · Produced by WILLIAM FARIS

Screenplay by ARTHUR HOERL · Original story and additional dialogue by DONALD ZIMBALIST · Music Composed and Conducted by SHORTY ROGERS · Associated Producer JACK WARNER JR. · AN ALLIED ARTISTS RELEASE

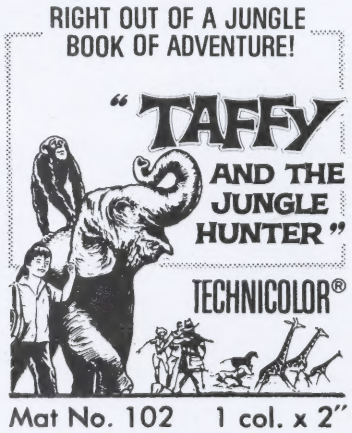
Entire Production Under the Supervision of Alfred Zimbalist

Ad Mat No. 101
1 col. x 7¾" 104 lines



Ad Mat No. 201 — 2 cols. x 1" — 28 lines

Mat No. 103 — 1 col. x 1"
14 lines



Mat No. 102 — 1 col. x 2"
28 lines

"Taffy" An All Family Entertainment

To the legion of movie fans who have been decrying the trend towards violence and sex in recent pictures, "Taffy And The Jungle Hunter," in Technicolor, offers the kind of entertainment they've been demanding. The exciting and delightful story of a little hunter's son who runs away into the African jungle with his companions, a baby elephant named Taffy and a chimp called Margo, offers something for viewers of all ages and all tastes. The wildlife scenes are fascinating with thousands of animals and birds seen in their native habitat. Thrill sequences include a volcanic eruption, a forest fire, native rites and battles with dangerous beasts. To balance these there are hilarious scenes with the baby elephant and the chimp who think they're human. Little Manuel Padilla plays the boy, Jacques Bergerac is his father, the hunter; lovely Shary Marshall introduces a romantic touch as the youngsters governess and Hari Rhodes plays a tribal chieftain. The picture produced by Alfred Zimbalist, who made "Watusi," "Tarzan, The Ape Man," and "Drums of Africa," offers spectacular scenery to background the story directed by Terry O. Morse with a delightful score by Shorty Rogers. It is an Allied Artists release.

T179 MAT 2A

SEARCH IN THE JUNGLE — Jacques Bergerac as a jungle hunter searches for his son, aided by Shary Marshall, the boy's governess, and Hari Rhodes, a tribal chief, in "TAFFY AND THE JUNGLE HUNTER" in Technicolor. With Taffy, a baby elephant, and a pet chimp as his companions, the youngster has run away into the animal-infested jungle in this exciting and delightful Zimbalist Company Production released by Allied Artists.

Satisfying Entertainment

Seldom has a motion picture been filmed to satisfy the entertainment tastes of so many different types of moviegoers as "TAFFY AND THE JUNGLE HUNTER" in Technicolor which opens at the ..... Theatre ..... This exciting, yet delightful story reveals the experiences of an incredible trio of adventurers — the pint-sized son of a famed African hunter, a baby elephant and a hilarious chimp. When boy learns that his father intends to ship Taffy, his pet elephant, to an American zoo, he runs away into the danger-laden jungle, taking his pets with him. The amazing misadventures that befall them will keep audiences on the edge of their seats when they're not laughing over the antics of Taffy and Margo. Not only do they face the threat of Africa's wild beasts, but their "runaway" takes place when warfare is about to break out between two native tribes. They are also menaced by a gigantic volcanic eruption and a forest fire. All through this, the boy's father is leading a search party which encounters all the dangers of nature in the raw.

An Incredible Trio

A baby elephant, an amazing chimp and an 8-year old boy are the incredible trio whose adventures in Africa's wonderland of thrills are seen in "Taffy and the Jungle Hunter," in Technicolor, an entertainment for moviegoers of all ages, which opens.....at the..... theatre. The exciting and oftimes hilarious story follows the adventures of a young hunter's son, played by little Manuel Padilla, who runs away with Taffy, his pet elephant, and Margo, his chimp pal, when he learns that his dad, played by Jacques Bergerac, plans to ship the miniature pachyderm to a zoo in America. The experiences of the strange trio as they face wild beasts, a volcanic eruption, tribal warfare and a gigantic jungle fire make "Taffy And The Jungle Hunter," one of the year's most fascinating screen treats. A Zimbalist company production released by Allied Artists, it was directed by Terry O. Morse with a catchy musical score by Shorty Rogers.

Never A Comedy Team Like This!

There have been many great comedy teams in Hollywood history, Martin and Lewis, Abbott and Costello, and Laurel and Hardy are among the best, but none of these great entertainment duos have been quite as unusual as Taffy and Margo who are seen in "Taffy And the Jungle Hunter," the Technicolor adventure which opens at the ..... theatre on ..... Taffy weighs xmzde pounds, eats hay and peanuts and trumpets without a musical instrument, while Margo loves bananas and climbs trees.

You see, Taffy is a baby elephant and Margo is a chimp and the fun they create is a highlight of the story of a young hunter's son who runs away into the teeming African jungle. Manuel Padilla plays the youngster who disappears with his two pals when he learns that his father, played by Jacques Bergerac, has decided to ship Taffy the baby elephant to an American zoo.

There's hardly a species of wild life the runaway trio don't encounter, nor a jungle hazard that doesn't await them as their incredible safari crosses the dense wilderness. Lions, leopards, giraffes and hippopotami are seen in "TAFFY AND THE JUNGLE HUNTER" along with gazelles, impalas, crocodiles and zebras to mention just a few. The dangers which beset the little hunter, his elephant and the chimp include a volcanic eruption, a jungle fire which sends thousands of animals fleeing desperately across the veldt and tribal rivalry which threatens to engulf everyone in warfare.

"TAFFY AND THE JUNGLE HUNTER" follows the trails of two sets of jungle parties, the trio of fugitives and a search party headed by the boy's father, Jacques Bergerac. With the latter are lovely Shary Marshall, the boy's governess who is a former circus performer who has been injured by a lion, and stalwart Hari Rhodes playing a tribal chief. Together they face the fantastic perils known only to the Dark Continent.

Exciting and often amusing entertainment for all ages is the goal of "TAFFY AND THE JUNGLE HUNTER" which was made by Alfred Zimbalist, producer of such jungle adventures as "Watusi" and "Tarzan, The Ape Man." Byron Roberts was executive producer and Terry O. Morse directed the screen play by Arthur Hoerl. Shorty Rogers wrote the delightful music for the Zimbalist Company Production released by Allied Artists.

JUNGLE DUET

T116 MAT 1B

CONCERT IN THE JUNGLE — Manuel Padilla, as a hunter's son, tries a harmonica duet with Margo, an amazing chimp, when they take time out from their safari in "TAFFY AND THE JUNGLE HUNTER," Technicolor adventure hit. Taffy is a baby elephant who accompanies them when they run away and are lost in the animal-infested jungle. Jacques Bergerac plays the hunter who leads the search for the delightful trio in this Zimbalist Company Production for Allied Artists release.

From 'Orphan' Elephant To Movie Star

Because Hollywood producer Alfred Zimbalist "adopted" a baby elephant, "Taffy And The Jungle Hunter," in Technicolor, is now delighting audiences at the ..... Theatre. Zimbalist, while in Africa a few years ago making "Watusi," happened upon a tiny pachyderm floundering in a jungle swamp, its mother a few yards away, lay mortally wounded by a native's poisoned spear. The four-footed orphan became the mascot of the film company and the producer could not bear to part with him him when time came to depart for Hollywood. So Taffy, as he was named because he always stuck to close, was shipped to America and brought to Jungleland, a private animal compound near the film capital.

Zimbalist visiting him regularly, decided that the delght which Taffy brought to tourists should be brought to moviegoers all over the world. He had a story written about a young hunter's son who finds the little elephant under the same conditions that he himself had found him. The boy, played in the film by Manuel Padilla, hears his father give orders for Taffy to be shipped to an American zoo as he prepares to abandon his hunting compound because of tribal warfare. Rather than be separated from his oversized pet, Manuel runs away into the danger-infested jungle, taking with him Taffy and another amazing companion, a chimp named Margo. Their adventures would filll a whole jungle book of thrills as they face the menace of countless wild beasts, a forest fire, a volcanic eruption and tribal warfare. The exciting sequences are spiced with hilarious comedy, however, as the elephant and chimp act as though they think they're humans. "Taffy And The Jungle Hunter," in Technicolor, is hailed by many as one of those rare films which can be enjoyed by viewers of all ages. A Zimbalist company production, it was directed by Terry O. Morse with music by Shorty Rogers for Allied Artists release.

FAVORITE ROLE

Jacques Bergerac, who stars in "Taffy And The Jungle Hunter," in Technicolor, coming to the ..... theatre, declares that the African adventure film is one of the favorite roles of his entire career. The actor declared recently that he was sated with romantic roles which usually see him as the target of jealous husbands or as a suave neer-do-well preying on beautiful women. He eagerly accepted his part in "Taffy And The Jungle Hunter," even though it called for him to wrestle with a man-killing leopard and face nature's rough hazards in the African wilderness. Here was the change of pace Bergerac was looking for. And there was an additional danger involved, he faced the competition of three indomitable scene-stealers, an 8-year-old boy, a baby elephant and a chimpanzee.

The story follows the adventures of the unusual trio as they run away into the jungle to prevent the little animals from being shipped to a zoo in America. Africa's greatest thrills alternate with hilarious fun sequences as young Manuel Padilla leads his companions on a safari unlike any ever experienced. The Zimbalist company production with its jungle-book wildlife scenes was prodced by Alfred Zimbalist and directed by Terry O. Morse with an ear-tickling musical score by Shorty Rogers. It is an Allied Artists release.

What EVERY Boy Needs?

What every young boy needs is — a baby elephant! So says Jacques Bergerac in "Taffy And The Jungle Hunter," coming to the ..... theatre, and the delightful Technicolor film proves him right. As an intrepid hunter in the African jungle, Bergerac has an 8-year old son who adopts a little elephant named "Taffy" as a pet. When the father decides that it's wise to ship the animal to America for safekeeping in a zoo, the youngster, played by Manuel Padilla, runs away accompanied by Taffy and another amazing companion, a chimp named Margo. Their adventures provide a whole jungle book of thrills and fun while the grown-ups including Bergerac, lovely Shary Marshall and stalwart Hari Rhodes search for them. "Taffy And The Jungle Hunter," produced by Alfred Zimbalist and directed by Terry O. Morse with a tuneful musical score by Shorty Rogers is an Allied Artists reelase.

DELIGHTFUL Change of Pace?

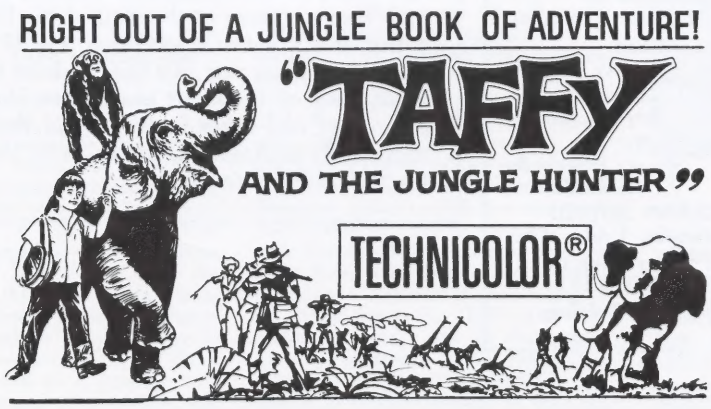
Lovely Shary Marshall, who usually plays romantic roles in such pictures as "Your Cheatin' Heart" and on TV in "Destry," thought that her part in "Taffy And The Jungle Hunter," in Technicolor, which opens on ..... at the ..... theatre, would be a delightful change of pace since it dealt with the adventures of a litle boy, a baby elephant and a hilarious chimp lost in the African jungle. A change of pace it was, but litle did the luscious Miss Marshall know that she'd be called on for such light exercise as fighting a lion armed with only a long stick, fording a crocodile-infested stream and facing the terror of a jungle fire. All these are just some of the thrills in "Taffy And The Jungle Hunter," which, however, is also replete with fun sequences as the incredible trio of little Manuel Padilla, Taffy, the elephant, and Margo, the chimp, struggle through the wilderness. The Zimbalist company production was produced by Alfred Zimbalist, directed by Terry O. Morse with music by Shorty Rogers for Allied Artists release.

T74 MAT 1A

THREE AMAZING COMPANIONS! A pint-sized hunter's son, a baby elephant and a hilarious chimp are lost in Africa's teeming jungles in the exciting and delightful Technicolor hit, "TAFFY AND THE JUNGLE HUNTER." Manuel Padilla plays the boy who lives through a jungle-book of adventure with Taffy, the elephant and Margo the chimp. Jacques Bergerac also stars in this Zimbalist Company Production for Allied Artists release.

Ad Mat No. 204 2 cols. x 9¾" 272 lines

Ad Mat No. 203 2 cols. x 6 ¼" 176 lines



Ad Mat No. 202 2 cols. x 2" 56 lines

Ad Mat No. 205 2 cols. x 3½" 100 lines

COMPOSITE MAT

The Special Composite Mat Consists
Of Ad Numbers 101, 103, 201, 205
Scene Cuts 2A and 1A

National Screen Service

16 PAGE COMIC BOOK IN COLOR!

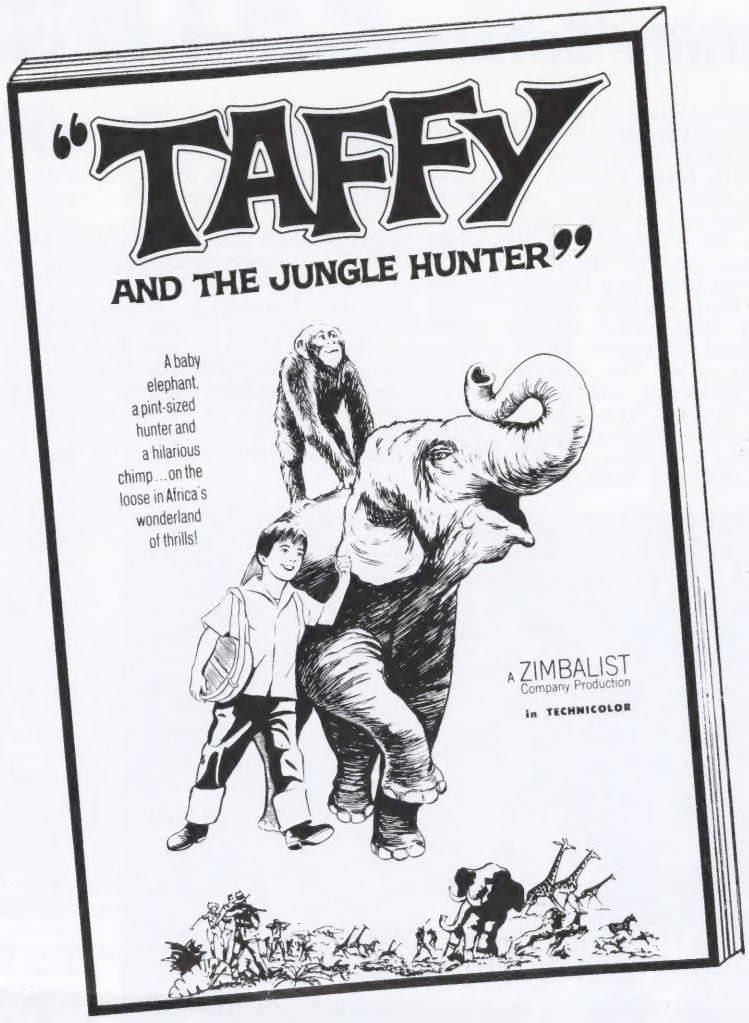
GREAT TIE-UP with SUPERMARKETS!

We have made special arrangements with nationally popular Archie Comic Publications for the issuance of a colorful sixteen page comic story of TAFFY And The Jungle Hunter. The book contains the exciting and hilarious highlights of the film and is a sure-fire pre-sell item. The back page has more than ample space for theatre imprint and playdate.

Arrange via Supermarkets in your area for FREE distribution of these comic books at these Supermarkets for the first four or five thousand people who make purchases of $5.00 or more (each situation can change this in any way to fit local acceptability) in exchange for space in ads, mention on TV and radio announcemetns, store windows, etc.

Also, tie-in for FREE distribution via local TV kiddie shows, downtown stores, etc. — ALL WELL IN ADVANCE OF PLAYDATE so that the kiddies can get to their parents and ask to see the film.

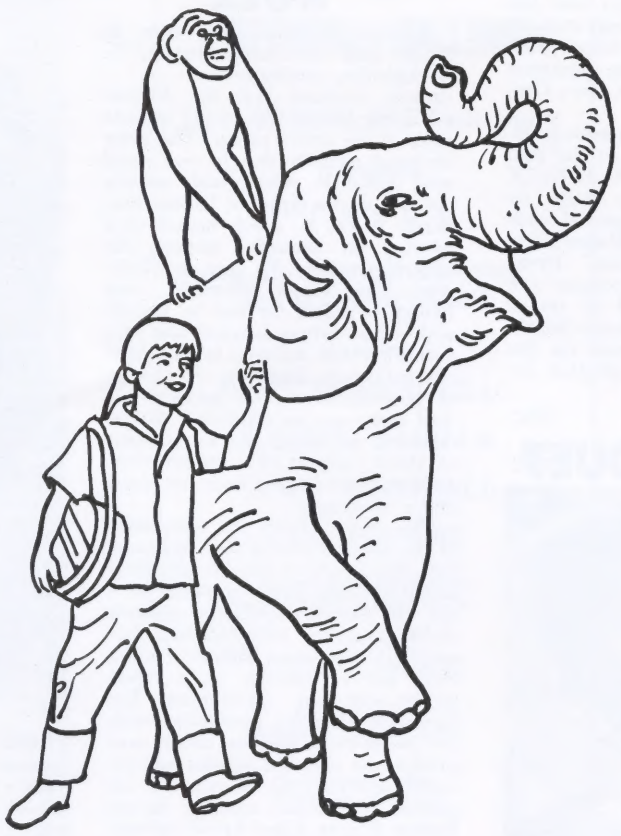
Books are available from Allied Artists, 507 West 56th St., New York, N. Y. $20. per M



COLORING CONTEST . . . *Can also be used for "ONE SHOT" Newspaper promotion*

HEY KIDS!

HERE'S A CHANCE TO HAVE A LOT OF FUN AND WIN A FREE MOVIE TICKET



Color me the way you think a baby elephant and his two pals should look, then send your entry to the Manager of the .....theatre..... If you are one of the lucky ones, you will win a ticket to see me and my pals, Margo the chimp and Beau, my six year old master in that wonderful technicolor movie "Taffy and the Jungle Hunter" which opens on.....at the ..... theatre.

Name..... Age.....

Address .....

Order TAFFY Coloring Contest Mat. 352

"LIVE" ELEPHANT BALLYHOO FOR "LIVE" SHOWMEN

HERE IS A STUNT which can be used in many ways. Arrange for the use of a baby elephant from a nearby animal farm. Rent one if necessary, with trainer.

EXPLOIT IN THE FOLLOWING WAYS:

Pre-arrange with TV station (if necessary take the elephant there) to make and use a film clip announcing that TAFFY the Baby elephant will appear every day in front of the local theatre where the kiddies may not only SEE him but also have their picture taken with him.

Carry panel in ads to this effect, plant stories and picture of elephant in local papers, radio announcements and distribute circulars, all in advance of opening.

Executed properly this stunt will prove to be a sure-fire ticket seller!

RADIO SPOTS

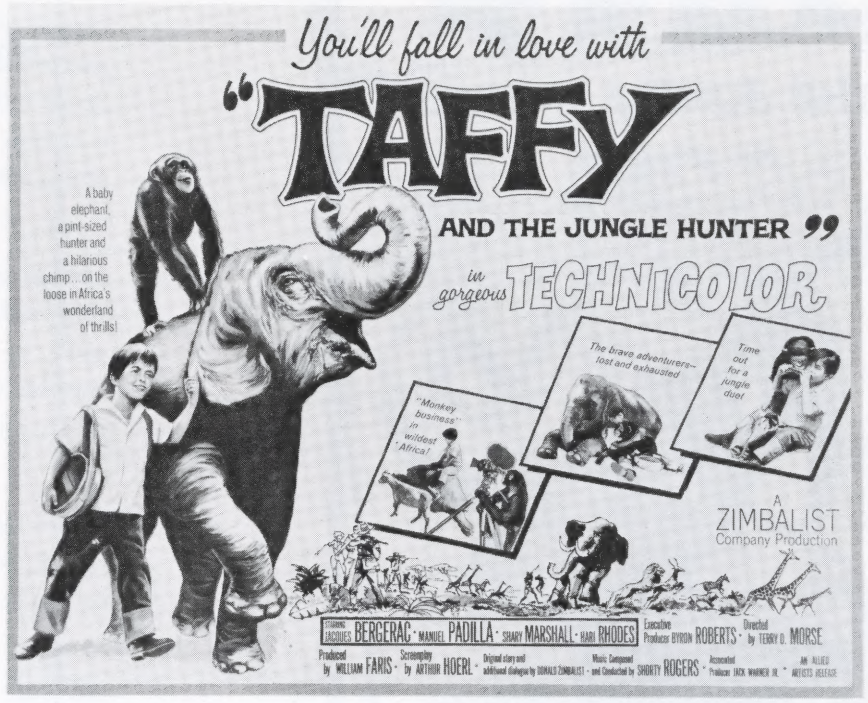
PREPARED IN TEN, TWENTY AND SIXTY SECONDS, ANNOUNCEMENTS CONTAIN SUPERB FAMILY SELL.

Available at Allied Artists, 507 West 56th St., New York 35, N. Y.

POSTERS *and* LOBBIES *available through*

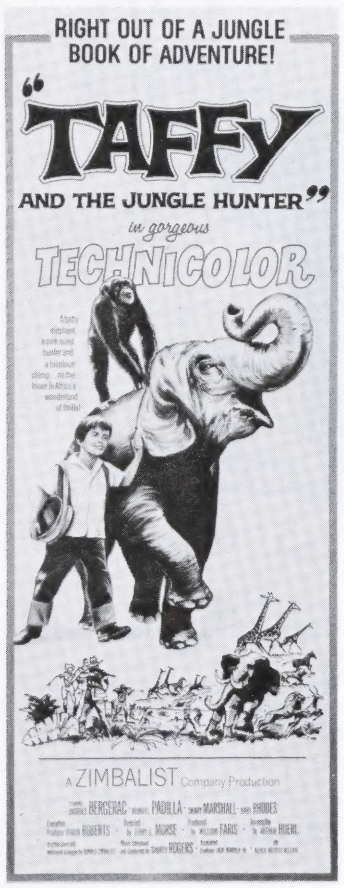
NATIONAL SCREEN SERVICE EXCHANGES

ONE SHEET



22 x 28 LOBBY CARD

Also Available - SET OF EIGHT LOBBY PHOTOS



INSERT CARD

OFFICIAL BILLING

The ZIMBALIST Company 25%

presents

"T A F F Y 100%

and the Jungle Hunter"
In TECHNICOLOR 40%

starring

JACQUES BERGERAC 20%

MANUEL PADILLA 20%

SHARY MARSHALL 15%

HARI RHODES 15%

Executive Producer
BYRON ROBERTS 15%

Directed by
TERRY O. MORSE 15%

Produced by
WILLIAM FARIS 15%

Screenplay by
ATHUR HOERL 15%

Original Story &
Additional Dialogue by
DONALD ZIMBALIST 10%

Music Composed and
Conducted by
SHORTY ROGERS 15 %

Associate Producer
JACK WARNER, JR. 10%

An Allied Artists Release

THE CAST

David Claveau
Jacques Bergerac
Beau ..... Manuel Padilla
Rosa Wynn .... Shary Marshall
Tom Hahli ..... Hari Rhodes
Elephant ..... Taffy
Chimp ..... Margo

CREDITS

"TAFFY And The Jungle Hunter"
A Zimbalist Company Production
in
TECHNICOLOR

Executive Producer
Byron Roberts
Directed by .... Terry O. Morse
Producer ..... William Faris
Associate Producer
Jack Warner, Jr.
Screenplay by .. Arthur Hoerl
Original story and
Additional Dialogue by
Donald Zimbalist
Music composed and
conducted by .. Shorty Rogers
Director of Photography
Brydon Baker
Theme Song "Taffy" by
Shorty Rogers &
Al Zimbalist

GLEN GLENN SOUND
Entire Production Under The
Personal Supervision of
ALFRED ZIMBALIST
An Allied Artists Release

THE STORY

(Not For Publication)

In the seething African Jungle, hunter David Claveau captures wild animals for zoos. With him are his 8 year old son Beau and the boy's governess, lovely Rose Wynn, a former circus performer whose husband had been killed by a lion in their act. She has not conquered her fear of the big cats. Beau helps his father capture a baby elephant which he names "Taffy." He trains him along with his pet chimp, Margo, and teaches them amazing stunts. Tom Kahli, a friendly, educated native chieftain, warns David of warring tribes which may attack the compound. The hunter decides to send Beau and Rosa to Nairobi for safety until he can ship his animals and join them. Beau, heartbroken when he learns he will lose Taffy, runs away from camp with the little elephant and Margo, the chimp.

When the disappearance is discovered, David Rosa and Tom start a desperate search in the jungle, but their efforts seem hopeless. Meanwhile, Beau and his pals, Taffy and Margo, experience countless thrilling and sometimes amusing adventures as they encounter Africa's many dangers. They see the terrors and wonders of untamed nature. As David, Rosa and Tom get close to the trail of the little fugitives, a fire and a volcanic eruption add to the menace. Rosa finds Beau just as a lion is about to attack. She is warding off the killer beast when David comes to the rescue and saves both her and Beau. Re-united they all fly to America, where Taffy becomes an attraction at Jungleland.

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org